



United Schutzhund Clubs of America

Advertising Opportunities

Welcome

Thank you for showing interest in the United Schutzhund Clubs of America. The United Schutzhund Clubs of America (USCA) is pleased to invite you to join us in an Advertising Partnership. We are committed to offering our members unique opportunities and quality products. We are reaching out to you because we believe your products are superior in your industry and are able offer great value to our members.

Schutzhund, developed in Germany in the early 1900's as a breed suitability test for the German Shepherd Dog (GSD), was designed to test the natural instincts of the breed and to help ensure that breeding stock would pass on the most desirable traits to working dogs. During the testing, the working abilities of the dog are tested in three phases: Tracking, Obedience, and Protection.

Over the past century, Schutzhund has remained a breed test. It has also evolved into a working dog sport that offers an opportunity for dog owners to train their dog and compete with each other for recognition of both the handler's ability to train and the dog's ability to perform as required. It is a sport enjoyed by persons of varied professions, who join together in a camaraderie born of their common interest in working with their dogs. Persons of all ages and conditions of life, including those with significant disabilities, enjoy Schutzhund as a sport. Often, it is a family sport.

USCA, founded in 1976, is one of the world's premier working dog organizations. Our mission, to protect and preserve the heritage of the German Shepherd dog in the United States with respect to the breed standard through Schutzhund training, is embraced across the country by our continually growing membership.

USCA promotes responsible dog ownership, humane training methods, and the working heritage of the GSD. These aspects are shown through evaluations of prospective breeding stock for breed-worthiness through training, titling, conformation shows, and breed surveys.

USCA is an organization of dog trainers. More than 60% of our 3,800 members are engaged in training, breeding or both on a professional basis. Which means the USCA sphere of influence is easily more than 20 times our total membership, as we all know, personal referrals are one of the best advertising mechanisms available. A sponsorship with USCA is not only a tremendous opportunity to reach thousands of customers through direct advertising, but also through our membership actively promoting your products.

USCA has some outstanding opportunities for you to present your products to a very distinct and targeted audience.

Schutzhund USA Magazine Advertising

Color Ad Options	Per Issue*	B&W Ad Options	Per Issue*
1/6 Page Ad	\$135.00	1/6 Page Ad	\$70.00
1/4 Page Ad	\$155.00	1/4 Page Ad	\$80.00
1/3 Page Ad	\$195.00	1/3 Page Ad	\$110.00
1/2 Page Ad	\$270.00	1/2 Page Ad	\$135.00
Full Page Ad	\$425.00	Full Page Ad	\$250.00
Inside Cover Ads**	\$535.00	Discounts: Take 15% off when you pre-pay for six (6) Full Page ads or 10% off when you pre-pay for six (6) 1/2-page ads.	
Back Page Ad**	\$575.00		

In 2021 USCA will publish both a print and digital issue of their magazine five times a year, in March, May, July, September and November. **The January 2021 issue will be a full digital issue and may include a video ad clip with any ad package** (see Video Clip Add-on for more details). Ad deadlines are: November 20, January 20, March 20, May 20, July 20 and September 20. New Ads may be submitted for each issue, as long as they are received in the correct format no later than the deadline date corresponding to the issues purchased. USCA has the right to reject any advertising they deem inappropriate.

For more information about Advertising or Sponsorships, contact Jorry Heinrich-Rode 262-757-USCA



United Schutzhund Clubs of America

Advertising Opportunities

Video Clip Add-on:

Add a 30-second .flv, .f4v, or .mp4 video clip or a YouTube or Vimeo video link to your print ad for the March/April, May/June, July/August, September/October or November/December issue. \$50.00 per print issue or \$175.00 for all five print issues.

Whelping Box Ads:

\$30.00 per litter, plus \$1.00 per word if "Remarks" section is over 25 words. These ads are for GSD litters only and the pups must be eligible for USCA/SV registration. Contact us for further details and limitations.

Straight to the Point Ads:

For the advertisement of general products. \$1.00 per word. Count quotation marks, parenthesis, and punctuation marks as one word for each pair. These ads are not intended for GSD litters. Contact us for further details and limitations.

Web Advertising

The USCA website, www.germanshepherddog.com, averages 600 hits per day.

That's 219,000 hits a year!

Click To Site Logo Ads

Logos may not be larger than W: 260px x H: 280px and must be in GIF or JPEG. Logos will be scaled at the discretion of USCA.

- 🐾 6-month posting \$300.00
- 🐾 12-month posting \$500.00

★ Add Web Advertising to any 3 issue Magazine Advertising Package over 1/2-page and get the following discounted rates:

Click To Site Logo Ads

Logos may not be larger than W: 260px x H: 280px and must be in GIF or JPEG. Logos will be scaled at the discretion of USCA.

- 🐾 6-month posting \$175.00
- 🐾 12-month posting \$325.00 - Best value!

*Magazine prices listed are per issue. Copy may change and client has option to go to a larger ad size at any time. Ads will get billed out per issue unless pre-pay has been done. **All advertisers must have a valid credit card on file even if they are paying with check per issue.** Payment must be received with ad copy, **prior to publication.** 1/6 page ad size is: 3.25" w x 3.125" h; 1/4 page ad size is: 3.25" w x 4.75" h; 1/3 page ad size is: 2.25" w x 9.625" h; 1/2 page ad size is: 7" w x 4.75" h; Full page, front and back interior covers and back cover ads are 8.125" w x 10.8125" h and are full bleed ads. Ads sizes less than a full page do not bleed and are subject to scaling.

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about Advertising
or Sponsorships,
contact
Jorry Heinrich-Rode
262-757-USCA*

Jorry L. Heinrich-Rode

🐾 USCA Magazine Creative Director and Advertising, Sponsorship and Fundraising Coordinator

🏢 President
Premier Planning Partners, Inc.

262-757-USCA
262-552-8098 (fax)
SchutzhundUSA@3P-Inc.com



United Schutzhund Clubs of America

Sponsorship Opportunities

The United Schutzhund Clubs of America is dedicated to partnering with companies that represent the very best for man's best friend. We are continually looking for companies that are able to offer our growing membership new, unique, quality products.

In addition to the packages and Ala Cart items listed below, we are open to discussing customized packages to fit the unique aspect of every company.

Rhodium: \$10,000+

- 🐾 12 Full page color ads in *Schutzhund USA* - two per issue
- 🐾 Banner ad with web or email link on germanshepherddog.com - 365-days
- 🐾 Special click to site ad listed on Sponsor Page of germanshepherddog.com with a brief bio of your company and products
- 🐾 Listed as USCA Sponsor on website and in print materials
- 🐾 Back Cover color ad in each National Event show catalogue (WDC, SS, National)
- 🐾 Banner ad and web link on each National Event web page (WDC, SS, National)
- 🐾 Prime Booth space at each National Event (WDC, SS, National)
- 🐾 Dinner for four at Draw Night or Judge's Dinner at each National Event (WDC, SS, National)
- 🐾 4 Banners displayed at each show - 4 banners x 3 shows
- 🐾 Quarterly Email blast to all members

Platinum: \$7,500

- 🐾 6 Full page color ads and 6 half page color ads in *Schutzhund USA* - two ads per issue
- 🐾 Banner ad with web or email link on germanshepherddog.com - 365-days
- 🐾 Special click to site ad listed on Sponsor Page of germanshepherddog.com with a brief bio of your company and products
- 🐾 Listed as USCA Sponsor on website and in print materials
- 🐾 Full page color ad in each National Event show catalogue (WDC, SS, National)
- 🐾 Banner ad and web link on each National Event web page (WDC, SS, National)
- 🐾 Prime Booth space at each National Event (WDC, SS, National)
- 🐾 4 Banners displayed at each show - 4 banners x 3 shows
- 🐾 Email blast to all members - 2 times a year

Gold: \$5,000

- 🐾 6 Half page color ads in *Schutzhund USA*
- 🐾 Banner ad with web or email link on germanshepherddog.com - 365-days
- 🐾 Special click to site ad listed on Sponsor Page of germanshepherddog.com with a brief bio of your company and products
- 🐾 Listed as USCA Sponsor on website and in print materials
- 🐾 Full page color ad in each National Event show catalogue (WDC, SS, National)
- 🐾 Banner ad and web link on each National Event web page (WDC, SS, National)
- 🐾 Booth at each National Event (WDC, SS, National)
- 🐾 3 Banners displayed at each show - 3 banners x 3 shows
- 🐾 Email blast to all members - 1 time during the year

Silver: \$3,500

- 🐾 6 Full page black and white ads in *Schutzhund USA*
- 🐾 Banner ad with web or email link on germanshepherddog.com - 365-days
- 🐾 Special click to site ad listed on Sponsor Page of germanshepherddog.com with a brief bio of your company and products
- 🐾 Half page color ad in each National Event show catalogue (WDC, SS, National)
- 🐾 Banner ad and web link on National Event web page (WDC, SS, National)
- 🐾 Booth at National Event (WDC, SS, National)
- 🐾 2 Banners (supplied by sponsor) displayed at each show - 2 banners x 3 shows

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Jorry@3P-Inc.com



United Schutzhund Clubs of America

Sponsorship and Ala Cart Opportunities

Bronze: \$2,500

- 🐾 6 Half page black and white ads in *Schutzhund USA*
- 🐾 Banner ad with web or email link on germanshepherddog.com - 365-days
- 🐾 Special click to site ad listed on Sponsor Page of germanshepherddog.com
- 🐾 Full page black and white ad in each National Event catalogue (WDC, SS, National)
- 🐾 Banner ad and web link on National Event web page (WDC, SS, National)
- 🐾 1 Banner (supplied by sponsor) displayed at each show - 1 banner x 3 shows

Supporter: \$1,500

- 🐾 6 Half page black and white ads in *Schutzhund USA*
- 🐾 Web ad with web or email link on germanshepherddog.com - 365-days
- 🐾 Special click to site ad listed on Sponsor Page of germanshepherddog.com
- 🐾 Half page black and white ad in each National Event catalogue (WDC, SS, National)
- 🐾 Banner ad and web link on National Event web page (WDC, SS, National)

Ala Cart add-ons:

Mix and Match any of our Ala Cart Items to create a unique and one-of-a-kind sponsorship package for your company. Ala Cart pricing only available when a minimum of two Ala Cart items are chosen. If you are interested in a single Ala Cart sponsorship opportunity, please contact us for pricing.

Logo/web ad on germanshepherddog.com for 365-days (W: 260px XH: 280px)

- 🐾 Advanced ad - click allows access to your website - \$300.00/year

Your Logo on USCA National Event Merchandise (Hats, T-shirts, Sweatshirts):

- 🐾 1 color logo, in 1 place (USCA choice of placement) - \$300.00 per show
- 🐾 2 color logo, in 1 place (USCA choice of placement) - \$500.00 per show
- 🐾 Full color logo, in 1 place (USCA choice of placement) - \$1,000.00 per show

Trophy Sponsorships: (Only 1 sponsor per show or year)

- 🐾 Banner displayed near trophy presentations - \$1,000.00 per show
- 🐾 Banner displayed near trophy presentation and "Sponsored By" and your company name engraved/printed on 1st - 3rd place trophies - \$3,000.00 per show
- 🐾 "Sponsored By" and your company name on 10 High in Region Trophies - \$1,000.00 per year
- 🐾 "Sponsored By" and your company name on 10 High US Bred Regional Trophies - \$1,000.00 per year

Banners at National Events/Shows:

- 🐾 Banner(s) hung* at any of the national event shows - *banner supplied by sponsor* - \$100.00 per banner, per show, 3 day minimum hang time
 - 🐾 Banner(s) hung* at any of the national event shows - *banner supplied by USCA, artwork provided by sponsor* - \$250.00 per banner, per show, 3 day minimum hang time
- *USCA has the right to determine where banners are placed/hung*

National Event/Show Website Ads:

- 🐾 Your logo or block ad (*with link to your site*) placed on National Event web page from time of launch (*or agreement*) thru a minimum of 1 month following event close \$100.00 per show, per ad/logo

National/WDC Catalogues:

- 🐾 Interior Front or Interior Back Cover - Color ad - \$100.00 per show
- 🐾 Back Cover color ad - \$150.00 per show (*unless contracted through another sponsorship*)

Jorry L. Heinrich-Rode

🐾 USCA Magazine Creative Director and Advertising, Sponsorship and Fundraising Coordinator

🏠 President
Premier Planning Partners, Inc.

262-757-USCA 262-552-8098 (fax)
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Full Page Ads and Cover Ads - 8.125"w x 10.8125" h

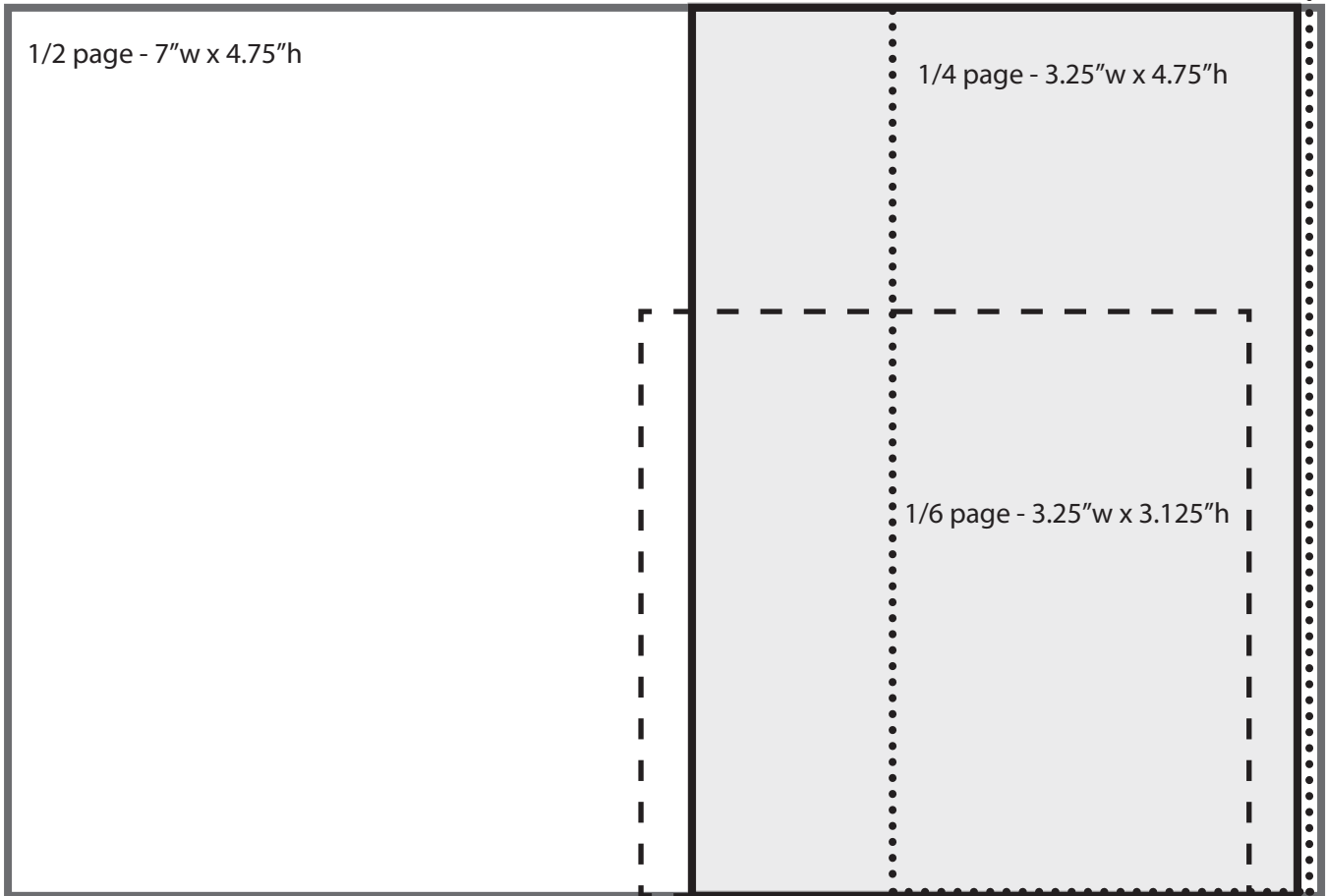
All Full Page and Cover ads bleed. Ads must include a minimum 1/8" bleed on each side. Ads should have a 3/16" margin around the edges to avoid copy being cut-off during binding.

1/3 page - 2.25"w x 9.625"h

1/2 page - 7"w x 4.75"h

1/4 page - 3.25"w x 4.75"h

1/6 page - 3.25"w x 3.125"h





United Schutzhund Clubs of America Advertising Contract

Please complete the following form and return to the address below or send via fax or email. USCA cannot accept any ad without a signed contract.

Date: _____

Advertiser Information

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Ad Type: Color B&W Ad Size: Full Pg 1/2-Pg 1/3-Pg 1/4-Pg 1/6-Pg
Choose one option Choose one option

Issue(s): January/February March/April May/June July/August September/October November/December
Choose Magazine issue(s) you would like

Logo Web Ad: 6-months 12-months Video Add-On: M/A M/J J/A S/O N/D
Choose one option Choose issue(s) you would like

Payment is due 10-Days prior to ad deadlines. Payments not received by deadline will be charged to the credit card on file. All advertisers must have a valid credit card number on file, unless ALL ads contracted are pre-paid in full, in advance.

Web Ad price _____

Ad price _____ X Frequency _____ = Total _____

Video Add-on _____ X Frequency _____ = Total _____

Discounts (15% off PrePay for 6-Full Page ads; 10% off PrePay for 6-1/2-Page ads, \$75.00 off for 5 Video Ads) _____

Per Issue Total _____

Credit Card: Master Card Visa Discover American Express Diners Club

Card Number _____ - _____ - _____ - _____

Exp Date: _____ / _____ 3-Digit CVV Code: _____

Name on Card: _____

Billing Address of Card: _____

City: _____ State: _____ Zip: _____

I would like the card on file billed for my ad for the issues listed above on the 15th of the month prior to the contracted issue(s).

Signature: _____

Return this form via USPS to: 1608 – 41st Avenue, Somers, WI 53144-1222 via Fax to: 262-552-8098 or via E-Mail to: SchutzhundUSA@3P-Inc.com

FORM MUST BE RENEWED EACH YEAR.



United Schutzhund Clubs of America *Schutzhund USA* File Requirements

Ad Sizes: All dimensions are listed as maximum image area.

Inside Front, Inside Back, Back Cover - Color only	8.125" w x 10.8125" h (plus full bleed)**
Full Page Interior B/W or Color	8.125" w x 10.8125" h (plus full bleed)**
½ page B/W or Color ad	7" w x 4.75" h
1/3 page B/W or Color ad	2.25" w x 9.625" h
¼ page B/W or Color ad	3.25" w x 4.75" h
1/6 page B/W or Color ad	3.25" w x 3.125" h

Ads smaller than a full page *do not bleed* and are subject to scaling.

File Requirements:

Ads: Electronic Files in Adobe PDF format preferred – Hi-Resolution (Print Resolution) with all fonts embedded. We can also accept Hi-Resolution .tiff, .jpeg or .eps files. All graphics and images should be converted to either grayscale or CMYK and must be saved at 300 dpi or higher. All art files should be saved at 1200 dpi.

****Bleed ad 1/8" on all sides overall size should be 8.375 x 11.0625. Ad copy should be at least 3/16" (.1875") from trim edge.**

We will not be responsible for the purchase of fonts or photos missing from any ad or copy files.

MAC files accepted. Preferred software: Illustrator, Adobe InDesign or Photoshop. Can also accept Quark files.

Video Ads: Video ads may be sent in the following formats - a 30-second maximum ad in .flv, .f4v, or .mp4. You may also send a link to either a YouTube video or Vimeo video. Video ads and links are subject to the same advertising guidelines as print ads.

Editorial/Copy: Stories and Editorial Content should be submitted in a Word doc. file. If you are sending accompanying photos, please do NOT embed them in your doc file. Send them as separate attachments and label them with the story name and order use (i.e. My Story photo 1, My Story photo 2, etc). You may add captions and information about each photo in a separate Word doc. or in the body of your e-mail. We strongly encourage you not to send stories as a PDF, as we cannot be responsible for outcome. You may also upload all your files and photos to: <https://spaces.hightail.com/uplink/jorry3P-Inc> and send everything at one time.

Premier Planning Partners is able to create ads for any advertiser unable to provide a finished ad. Costs vary depending upon ad size, type, details, and changes. Approximate creative charges are as follows*:

Back Cover Ad	\$175.00
Full Page/Interior Cover	\$145.00
1/2 page Ad	\$95.00
1/3 page Ad	\$80.00
1/4 page Ad	\$60.00
1/6 page Ad	\$50.00

If you have an ad **larger than 10 MB**, please upload your file to: <https://spaces.hightail.com/uplink/jorry3P-Inc>
Otherwise, all ads should be sent to: SchutzhundUSA@3p-inc.com

Submission Deadlines:

January/February issue - November 20
March/April issue - January 20
May/June issue - March 20
July/August issue - May 20
September/October issue - July 20
November/December issue - September 20

Ads are due no later than deadline dates listed above. If a deadline falls over a weekend or on a holiday, ads are due on the preceding Friday. Payment is due a minimum of 10-days prior to ad deadline.

*Charges listed are approximate and will vary depending on the complexity of the ad and if all files are furnished in the correct formats. Purchase of additional fonts, photos, etc will be charged to the client. Payment for ad production is due prior to ad deadline and is a separate charge from your ad payment to USCA. Rush fees will be added to ads requested with-in 5-days of a deadline.